

listed National Provincial Bank - NatWest Bank building at the corner of Syon Lane and Great West Road, close by.

I note that the application site is not only located within close proximity of the listed Gillette Building and the listed National Provincial Bank - NatWest Bank building, but also falls within a formally designated *Area of Special Character* (as identified on the Proposals Map (East) – an area comprising a coherent estate of two-storey, inter-War suburban houses located on the roads extending north-westwards and south-eastwards of Northumberland Avenue. In formulating my comments, I have taken account of the relevant policies set out in the *National Planning Policy Framework (2018)*, in particular, those in Sections 12 and 16; in the *London Plan* of March, 2016, in particular Policies 7.4, 7.6 and 7.8; and in the *Hounslow Local Plan* of 2015, in particular Policies CCI, CC2, and CC4; and the formal guidance of Historic England set out in *Historic Environment Good Practice Advice in Planning 3: The Setting of Heritage Assets*; and *Historic Environment Good Practice Advice in Planning 2: Managing Significance in Decision-Taking in the Historic Environment*.

- Firstly, may I endorse the comments of the BCA's Planning Consultative Committee as set out in your recent letter to the prospective developer's team.
- Secondly, may I repeat the comments I made at the meeting regarding the absence of elevational and sectional drawings showing the relationship between the proposed development and the Gillette Building. Without such drawings, it is impossible to reach any sound conclusions about the proposed height and profile of the proposed development in relation to the Gillette Building – particularly in views of the Gillette Building and its clock-tower from the extensive open land to the south-east of the railway. See photo below.
- Thirdly, I am apprehensive about the proposed use of large, unrelieved areas of grey, powder-coated aluminium cladding on the south-western and south-eastern elevations – not least, in relation to its long-term durability and the weathering of the jointing between panels.
- Importantly, as I suggested at the meeting, there is a clear need to place the building in a generously landscaped setting, with a view to mitigating the potential effects of the height and bulk of the south-western and south-eastern elevations, and easing the relationship with the residential areas to the south-west, south and south-east. Such landscaping should take account of the tall, 18th century, brick wall that runs along the north-western side of Northumberland Avenue immediately adjacent to the site and the trees within that site. See photo below.

In developing the proposals towards the submission of an application for Planning Permission, I would suggest that account should be taken of the observation made in the 'Executive summary and findings' in the *Heritage, Townscape and Visual Impact Assessment* submitted in support of the previous proposals – namely: 'the application site is located at a point of topographical importance, on an eminence defining the ridge of the Great West Road'. Indeed, both the application site and the two, nearby listed buildings occupy sites considerably